

Starata News

International Women's Day

On the occasion of International Women's Day ActionAid Hellas organized and participated in various public events all around Greece.

In **Volos**, a major local cultural organization organised a public event with the collaboration of the municipality, exclusively dedicated to ActionAid.

The venue and local cafes of the city hosted the HungerFREE women photo exhibition.

The municipality of **Thessalonica** awarded our Chair, Alexandra Mitsotaki for her work in ActionAid in a special event for Women's Day.



The events were attended by the Mayor, the Prefect of the region and the Deputy Minister of Internal Affairs.

Events in Volos and Thessalonica generated a lot of attention from the local media.

For more on public events, contact elli.thoua@actionaid.org

We organized two **trainings** on Women's Rights, for ActionAid Hellas staff and for ACTIVISTA.

The educational material we produced focuses on the social construction of gender and its implications in different contexts. The material uses case studies from ActionAid work and promotes group work.

For more on the training materials, contact glykeria.arapi@actionaid.org

Volunteers in 11 cities organised 15 **photo exhibitions** from HungerFREE Women journeys in different public places, such as cafes, bars, libraries, schools and workplaces.



The exhibitions proved a clever way to spread poor and excluded women's word and images around the country and to raise the awareness to people whom we can't reach through mobilization activities in Athens.

For more on photo exhibitions, contact matta.samiou@actionaid.org



Lobbying Success for Euroelections



We had our first victory in the Euroelections campaign!

The last months we have been lobbying political parties to adopt and promote our positions. We recently got the first successful outcome of this work.

The green party announced that they adopted our proposals in their own **political manifesto** for the Euroelections for the support of small-scale farming, the empowerment of women farmers and the Optional Protocol.

Euroelections campaign goes on.



Along with other European countries we produced a **video** calling people to "Vote to end hunger!"

The video will be soon promoted through our web page and viral channels (youtube and other).

Lobbying for the promised Aid

We conducted the research for the Greek country page of **Aidwatch** report. The report, which is an initiative of Concord in Europe, monitors the quality and quantity of Official Development Aid of EU member states.

We had a meeting with the General Director of **Hellenic Aid**, the department responsible for Official Aid in the Ministry of Foreign Affairs. Our discussion focused on quality and quantity of official Greek aid, promoting the concerns of the Greek NGOs regarding transparency, accountability and effectiveness of the given aid.

Gerasimos, our Country Director, met also the **Deputy Minister of Foreign Affairs**. Gerasimos repeated our concerns for the Greek government's not fulfilling its commitment on development aid. At the meeting, the 2009 priorities of the Ministry were discussed, whereas Gerasimos also raised the issue of delays and unnecessary bureaucracy in our official funding projects.

Anglo Platinum Campaign

We came into contact with the Ambassador of South Africa in Greece.

During our visit to the Embassy, we presented the whole case and highlighted the abuse of the local people's human rights and the devastating consequences for the communities in Limpopo.

The Ambassador promised to investigate the case and take the issue further.

ActionAid in the Greek Parliament

ActionAid was invited by the Standing Committee of Social Affairs of the Greek Parliament to present its work. Gerasimos, who represented the organization, spoke of our strategy and way of work and promoted the political manifesto for Euroelections.

“The End of Poverty?” Special Screening

On 2nd February we screened the documentary “The end of poverty?”, directed by Philippe Diaz.

The film investigates the roots of world poverty and raises questions on possible solutions.

The event took place in a full cinema in the centre of Athens with more than 500 people. When the film ended, the audience participated in a live debate on poverty issues and possible solutions.



We managed to raise 2.200 euros from ticket sales, recruit new child sponsors, and collect more than 200 signatures for our HungerFREE petition.

ACTIVISTA in ACTION

ACTIVISTA joined other European countries in the **Climate Change Stunt** ahead of the EU Spring Summit.

The idea was to photograph a famous statue “sinking” in doubt for EU decisions on climate change. ACTIVISTA asked EU to face its debt by providing financial support to developing countries in order to counter climate change.



ACTIVISTA produced and recorded a **radio show** dedicated to our HungerFREE campaign and all the activities we’ve done so far. The young team provided lots of great music and inspiring talks.

The show was hosted by the state radio ERA for its 70th anniversary and we are awaiting for being selected for wider broadcast.

For more on mobilisation, contact matta.samiou@actionaid.org

“A World Upside Down” Our new DevEd

An innovative and unique venture unprecedented for the Greek educational community, “A World Upside Down” aims to be the window into ActionAid’s work in development education.

Children and visitors will not only be informed about global issues, but will take their learning one step further and take action as tomorrow’s active citizens.

The Center will be developed on ActionAid Hellas’ premises and is being sponsored by the National Lottery (OPAP S.A.)

“A World Upside Down” will be ready to open and welcome schools in September of 2009.

Inputs and ideas for the new Centre will be mostly appreciated. Please, contact dimitra.deroyiannis@actionaid.org

Promoting Child Sponsorship



Watch the spot here

We launched a new **CS TV spot**.

The creative is based again on the idea of lost childhood, in particular about young girls who become mothers at a very early stage.

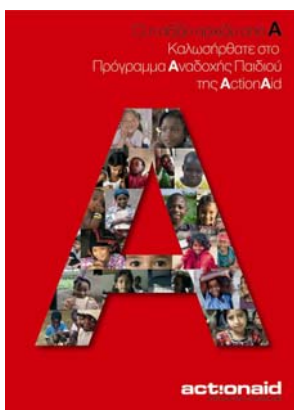
We are on air from the 3rd of March until the end of April with a free program on major state and private TV channels as well as major provincial channels.

Final outcomes are yet to be evaluated.

We created 2 new **CS print ads** based on the same concept of the TV spots, namely lost childhood.

We will air them with a budget free program in April.

The same artwork has been adjusted for the creation of CS posters, to be used on events.



Redesigned CS Packs

The Child Sponsorship welcome pack and enquiry leaflet have been redesigned!

The new approach is based on the letter A, since the Greek word for Child Sponsorship begins with an A as well as important values such as Love, Human Rights, Selfishness and Truth.

This concept highlights the connection between the Child Sponsorship program, ActionAid and these values.

Child Sponsorship goes to school...



...via a leaflet, posters and magnets about child sponsorship that aim at attracting students who are not yet sponsors and persuading their parents.

The same poster will be sent out to schools that are already child sponsors, as a retention tool, as there is separate space on the poster for the sponsored child's photos and messages.

For more on CS promotion tools, contact hara.tasoglou@actionaid.org

New corporate partnerships

We have established two new partnerships with corporate donors, namely:

With a famous organic food restaurant -> they agreed that one Euro of their daily main courses, will be donated to ActionAid's Priority Project **"School Gardens and Education in 4 primary schools in Malawi"**.

With a men's and babies' clothes retailer -> they agreed that 1 euro of the retail price of every baby item sold will be donated to the **Emergencies Priority Project**.



On corporate partnerships, contact magda.kazoli@actionaid.org

Supporters' magazine



In this issue of Axion Logou, our supporters' magazine, we celebrated International Women's Day inviting our supporters to the various photo exhibitions around Greece.

We also introduced the new Direct Approach development projects, reported on our successful work in 3 DAs in Pakistan, Cambodia and Tanzania, introduced the 6 brand new Priority projects, and published an in-depth interview with Tobias Nyabola (the Kenyan Teacher awarded by the President of the Hellenic Republic).

Media

We had 123 **clippings** on Child Sponsorship, The End of Poverty Documentary, AEK football team support, International Women's Day and the action on Climate Change.

We also gave 12 **interviews** and sent out 14 **press releases** on our work.

For communications, contact vasiliki.markolefa@actionaid.org

Our page on Facebook

Following the successful 2 groups with 4000 members and counting, we took things forward by creating a Facebook page for ActionAid Hellas.

Events, news, videos, photos and stories of our work are available to all Facebook users. Wall posts of our supporters speak of our work and encourage people to join in and help us end poverty, together.



Join our page [ActionAid Hellas](https://www.facebook.com/actionaidhellas)

and our groups [ActionAid Hellas \(Official Group\)](https://www.facebook.com/actionaidhellasofficial)

[ActionAid Hellas \(Sponsor a child today\)](https://www.facebook.com/actionaidhellasofficial)



With sponsored children in Mirandiba, Pernambuco...

In the framework of our retention project on creating audio-visual material from DAs to be sent to respective supporters, we made two **visits to country programmes**.

Hara Tasoglou, Marketing Assistant, visited Freetown and Kambia in Sierra Leone. Gerasimos visited Recife, Mirandiba and City of God in Brazil. Both colleagues came back with lots of images, feelings and useful material.

We would like to thank both ActionAid offices and partners and especially the local people for the hospitality to our colleagues.

...and in Kambia



Board

Our board met on March 6th to discuss the Annual Report and the outcomes from the marketing research. Governance review session also took place.

The Chair, Alexandra Mitsotaki, was the lead reviewer of the team composed by Nigel Saxby-Soffe (AAI Finance Director) and Babu Mathew (AAIndia Director) for the review of Austcare's affiliation process.

The final report was submitted to the International Board which approved the affiliation.

For Board info, contact elli.thoua@actionaid.org

Staff Performance Appraisals

We completed an extensive appraisal process based on a revised multiple feedback mechanism.

All staff members participated in the process, which proved rather helpful for the individuals and their respective departments.

For more on the process and tools, contact glykeria.arapi@actionaid.org

Marketing Research

We have completed the qualitative marketing research focused on recruitment and retention of Child Sponsors. Conclusions are uploaded in the [Hive ActionAid Shared Library](#).

Internal Audit has been completed. The report is uploaded in [Alps Tracker](#).

Welcome to

Dimitra Deroyiannis, our new DevEd Coordinator!

Feedback

We are looking forward to your feedback on STARATA. Your comments are welcome at: glykeria.arapi@actionaid.org